

**ARE YOU
FACING A DILEMMA?**

**PLANNING
DILEMMA...**



Certified Demand Driven Planner

Transforming Push and Promote into POSITION & PULL

CDDP™

To proliferate & further develop
Demand Driven Strategy
and tactics in industry



Global Demand Driven Planner's Program

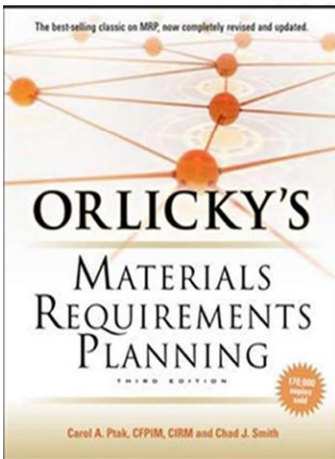
- ☑ Get Educated
- ☑ Get Certified
- ☑ Get Recognized



Supply Chain know how for

you to make Profits!

regionally, nationally, internationally ...



Carol Ptak



Chad Smith



Collaborative Partner University
ISCEA Pakistan



Authorized Knowledge Provider
ISCEA Pakistan



CDDP Introduction

Demand Driven Institute

The Demand Driven Institute (DDI) was founded by Carol Ptak and Chad Smith, co-authors of Orlicky's Material Requirements Planning, Third Revised Edition in order to proliferate and further develop demand driven strategy and tactics in industry. Demand Driven Material Requirement is an innovative formal planning methodology.

For more information about DDMRP:

www.demanddrivenmrp.com



About the CDDP Program

The Certified Demand Driven Planner Program was created by a global partnership between the International Supply Chain Education Alliance (ISCEA) and the Demand Driven Institute (DDI). Internationally accredited by the IISB, the purpose of the CDDP Program is to educate and operations and supply chain personnel on the methods and applications of Demand Driven Material Requirements Planning (DDMRP).

DDMRP is a formal planning and execution method designed to correct the inadequacies and inappropriate rules of conventional Material Requirements Planning (MRP) given today's more volatile, complex and service oriented supply and manufacturing scenarios. The method was first fully articulated in the latest edition of Orlicky's Material Requirements Planning (McGraw-Hill, 2011)

The CDDP Program is comprised of 10 modules delivered over two, 8 hour sessions, two hour review session, and a two hour proctored exam comprised of 100 questions. The exam will be given on the same day after the two hour review session. Upon successful completion of the exam participants receive a CDDP certificate and may place "CDDP" in their professional title.

Demand Driven World
transforming push and promote into position and pull

2015
March 26-27

Houston, Texas USA

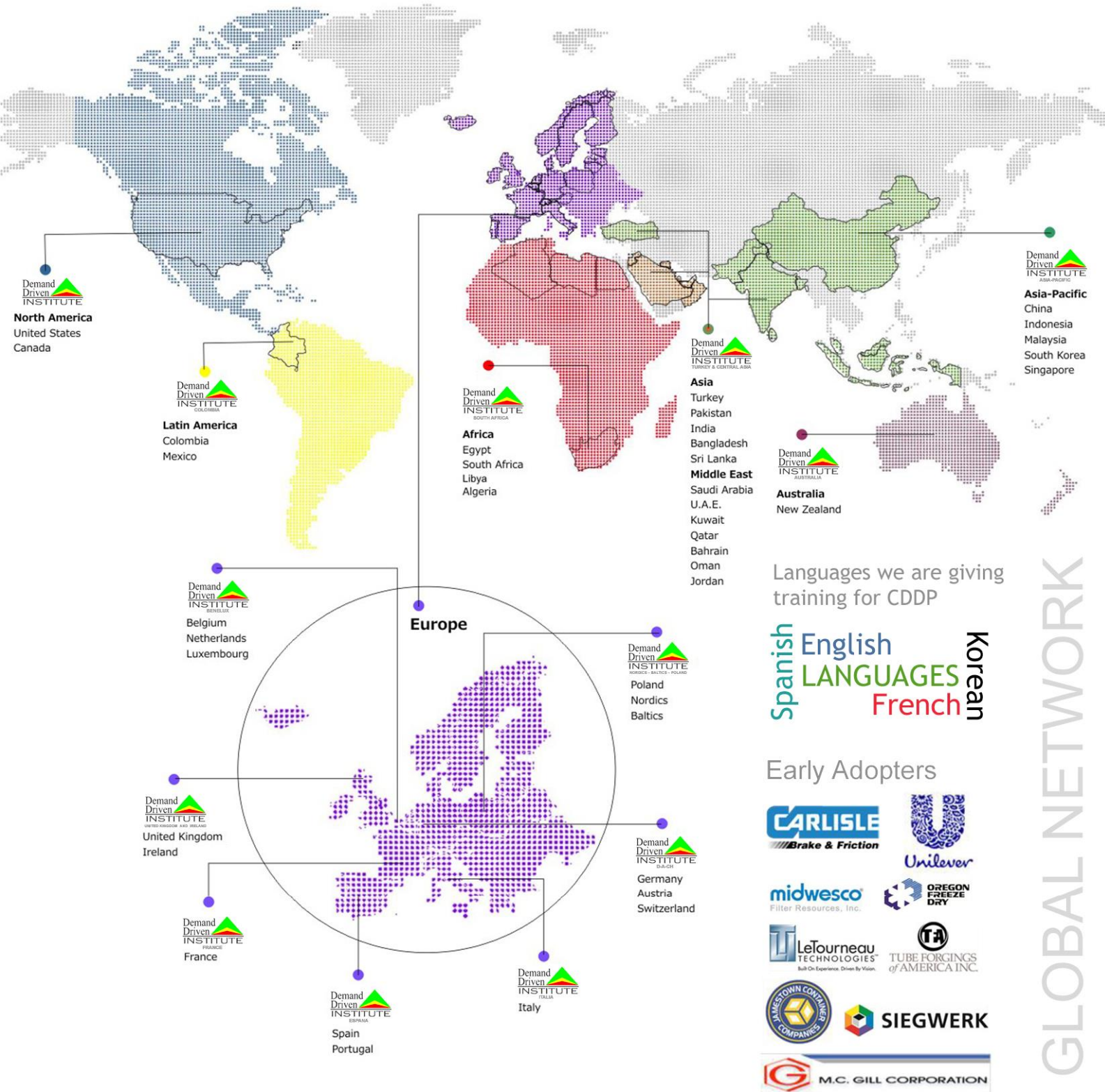
Featuring a tour of Forge USA **Forge USA**
WORLD CLASS. MADE IN AMERICA.



CDDP Introduction

Demand Driven Institute

Global Network



Languages we are giving training for CDDP

Spanish English Korean
LANGUAGES
French

Early Adopters



GLOBAL NETWORK



Authorized Trainer Profile

CDDP Author Profile

Germany

Pakistan

Coming From Germany



Christoph Lenhartz

CDDP, Jonah, TOCICO
ISCEA Authorized Instructor | CDDP
Certified Consultant (bdvb)
TOC and Management Expert in Europe

LinkedIn Profile: <https://de.linkedin.com/in/christophlenhartz>

Work Experience

Managing Director
Catena Strategies

Member of the Board
TOCICO

Partner
Goldratt Implementation Group Europe

Managing Director - EMEA
Pinnacle Strategies

Chairman of the Board
TOCICO | 2012 – 2013

**Operations Director,
Member of the Executive Board**
VISTEM GmbH & Co. KG

A leading expert in project, operations, and supply chain consulting based on sound and proven methodologies. In over 20 years he has acquired extensive international experience in industry, as a successful entrepreneur and also a leader of management consulting teams in high complexity TOC implementations.

He has lead strategic, business transformation, supply chain management and IT projects and his expertise also includes post-merger integration of supply chain operations for major international groups.

He is an appreciated speaker, educator, coach and a recognized expert in developing and implementing highly effective project management and execution methodologies based on Critical Chain principles as well as operations and supply chain strategies using the Demand Driven MRP approach.



Demand Driven INSTITUTE

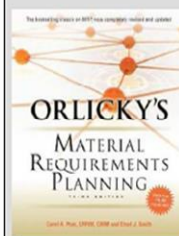


About Carol Ptak

Carol Ptak is currently a partner with the Demand Driven Institute, and was most recently at Pacific Lutheran University as Visiting Professor and Distinguished Executive in Residence. Previously, she was vice president and global industry executive for manufacturing and distribution industries at PeopleSoft where she developed the concept of demand driven manufacturing (DDM). Ms. Ptak has authored several books on MRP, ERP, Lean and Theory of Constraints (TOC).

Praise for the new Orlicky's Material Requirements Planning (Ptak and Smith, McGraw-Hill, 2011)

"It is in short the best book in this subject area that I have ever seen."
John G. Schleier Jr.



"This is a very useful and brilliant book. Ptak and Smith have resolved the core problems of MRP systems."
Eli Berniker PhD

"This comprehensive text will, in my opinion, become THE new standard for anyone who wants to get ahead in manufacturing."
William M Hewitt

"Carol and Chad: as one of the original MRPs, I applaud you and thank you for your work, and for advancing, with this book, our science more than any other has done in many years."
Bob Reary



Trainer & Author Profile

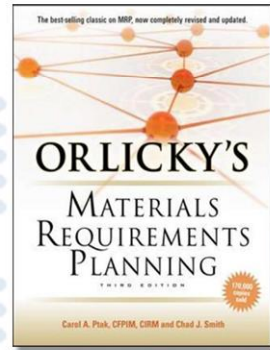


CDDP Course Outline

Module 1

MRP in the Modern World – the materials challenge in the 21st Century

- Key questions for planning and flexibility
- Dealing with Variability
- Materials or Capacity - Where to Focus First
- Continued Relevancy of MRP formal planning
- The Challenge of MRP in Today's Environment
- MRP and Pull-Based Methods (e.g. Lean, DBR)
- The Stagnation of MRP
- The MRP Conflict



Module 2

Demand Driven Material Requirements Planning Introduction

- What does "Demand Driven" mean?
- Blending Independence and Dependence
- Part Types in DDMRP
- Planning and Execution
- The Five Primary Components of Demand Driven MRP
- DDMRP Comparison to Past Practices

Module 3

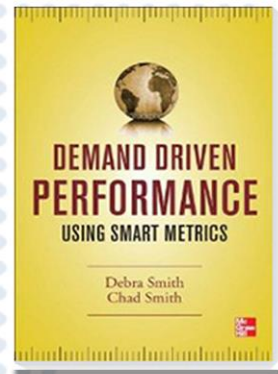
Strategic Inventory Positioning

- The Positioning Factors
- ASR Lead Time
- ASR Lead Time and Matrix BOMs

Module 4

Distribution Network Positioning

- Distribution network factors
- Cumulative variability
- Demand driven versus push and promote
- Network Configurations and Options



Module 5

Buffer Profile and Level Determination

- Inventory – Asset or Liability
- Buffer Profiles
- Buffer Zones
- Calculating Buffer Levels
- Continuous Improvement and Buffers
- Buffer Level Summary



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MODULES



CDDP Course Outline

Module 6

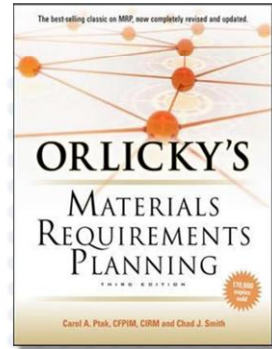
Dynamic Buffers

- Recalculated Adjustments
- Planned Adjustments
- Manual Adjustments

Module 7

Demand Driven Planning – Stocked Parts

- Part Planning Designations
- The DDMRP Planning Process
- Supply Order Generation for Stocked Items
- DDMRP Supply Order Generation Considerations
- Supply Generation for Non-Stocked Items
- Decoupled Explosion



Module 8

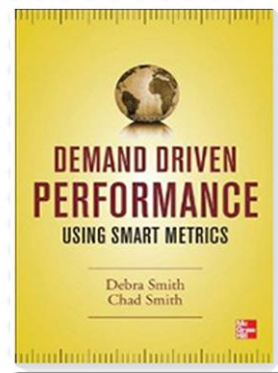
Highly Visible and Collaborative Execution

- Challenging Priority by Due Date
- Buffer Status Alerts
- Synchronization Alerts
- Execution Collaboration

Module 9

DDMRP and Master Scheduling

- DDMRP Impacts to a Master Production Schedule
- DDMRP and Capacity Scheduling Implications
- DDMRP and Sales and Operations Planning
- DDMRP impacts to ERP



Module 10

DDMRP Performance Reporting and Analytics

- DDMRP Performance Reporting
- Analytics
- DDMRP Solution Summary

Exam Scheduling and Content

Each Certified Demand Driven Planner Examination is comprised of 125 multiple choice questions chosen from a larger question pool. Each exam provided is unique in the questions and sequence of the questions. A passing score requires 70% correct answers.

The examination questions are broken down into 7 categories. Below is a description of those categories. For More Details: http://demanddriveninstitute.com/exam_prep.html



MODULES



List of Few Companies Where Some of the CDDP Professional Works

Europe



Africa



Australia

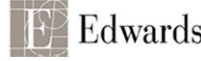


List of Companies



List of Few Companies Where Some of the CDDP Professional Works

America



Asia & Middle East



Latin America



List of Companies



Impressive Results

Unilever



INDUSTRY:

Consumer Goods

PROFILE:

Unilever is one of the world's largest multinational Fast Moving Consumer Goods (FMCG) companies.

RESULTS:

Unilever Canada

- Replenishment time decreased from 50 days to 9 days.
- 17% decrease in raw material inventory.
- 45% decrease in finished goods inventory.
- 99.7% on-time-in-full delivery performance

"If we want a more responsive supply chain, we need a more agile form of MRP that includes a synchronized and responsive process that allows for sensing, adapting and flexing when change occurs"



Corsa Performance

INDUSTRY:

Automotive & Marine Components

PROFILE:

Corsa is a market leader in the engineering and manufacturing of aftermarket automotive and marine exhaust systems.

RESULTS:

- Increase in inventory Turns from 6 to 20
- Inventory reduction of 30% with 25% increase in sales.
- On Time Delivery at 96%

Jamestown Containers



INDUSTRY:

Packaging & Containers

PROFILE:

Jamestown Container is a custom box, supplying everything from custom box manufacturer packaging, custom plastic packaging and litho laminated containers and contract product design & packaging services.

RESULTS:

- 300% increase in Operating Profit.
- 40% reduction in Inventory.
- 70% reduction in lead times.
- Expedites nearly eliminated
- Inventory turns increased from 10 to 42.

"The objective was to manage inventory in a way that optimized working capital while satisfying customer demand for short delivery times; surely that is still the objective today."

Oregon Freeze Dry



INDUSTRY:

Food Production

PROFILE:

Oregon Freeze Dry is the largest diversified food freeze dryer in the world with 6 plants in 3 countries.

RESULTS:

Mountain House Division:

- Customer fill rate improved from 79% to 99.6%.
- 60% Inventory reduction. Industrial Ingredient Division:
 - 60% reduction in Make-to-order lead time.
 - 100% on-time delivery.
 - 20% inventory reduction of \$2.5 million



International
Supply Chain
Education Alliance





FAQs



Q.: For who is this training intended?
A.: Business Process VP's Directors of Supply Chain, Demand Planners, Business Operation Planners, experienced schedulers, in other words Supply Chain Practitioners. The methodology is highly intuitively, but puts numbers to the 'feeling' and enables proven control mechanisms.

1

Q.: What can a Business or Process expect as Benefit from an implementation?
A.: Shorter Lead-times, Improved (customer) Fill Rates, Higher Return of Assets (ROI), and – in most cases –high(er) inventory turns (i.e. lower total inventories) and therefore have a positive effect on a(ny) business' bottom line financial performance.

2

Q.: Which business functions benefit most by following this methodology?
A.: Source, DDMRP allows a comprehensive method to create calling off-schedules which can be managed well by schedulers. This can be created in conjunction with your (main) suppliers. Make; The Bill of Material can be provided with tangible 'buffers' and shortened lead times. Deliver; the methodology allows for optimization of the Delivery Network

3

4

Q.: What makes DDMRP so different than other Training Modules.
A.: DDMRP is an integral methodology which encompasses many of the elements thought by others. See this as an advanced training which deals with the problems of many operational (out of date) MRP systems. It also deals with the dynamic market conditions and sets in place tangible and operational tools in the process, irrespective of the IT support system.

5

Q.: What is the added value of pursuing this training?
A.: The DDMRP Training which can lead to the official and ISCEA accredited education degree of Certified Demand Driven Planner can be seen as an advanced training. All terms and acronyms used are consistent with those used in Supply Chain training modules and most Supply Chain practitioners understand the methodology well.

6

Q.: What kind of production processes are best positioned to benefit from the DDMRP Methodology?
A.: Discrete Manufacturing, Batch Type Processing, Assembly Lines, Value Added Logistics (VAL), continuous processing to a certain extend.

Frequently Asked Questions



Certification Process

How to get international recognition?



1 Workshop

16 hours of classroom instruction led by an experienced supply chain management expert

A study guide with all the slides and exercises

2 Proven Skills

Gain in-depth knowledge of effective logistics & SCM practices

Explore the key aspects of SCM & discover the opportunities

Use supply chain analysis & examination of current operations to adopt a suitable supply chain strategy

3 Online Proctored Exam

2 Hours classroom review of the CDDP exam

1 Hour practice online exam session

2 Hours CDDP online exam

Upon successful completion of the exam with a score greater than 70 % receive a CDDP certificate and may place CDDP in their professional title

4 Internationally Certified

Regionally, Nationally, Internationally acceptable & recognized by Global 2000 companies

Certification Process



How to Register

Details Required For Registration & Application Approval

Basic Information

1. Full Name
2. Date of Birth
3. Contact Number
4. Email Address
5. Permanent Address
6. City
7. CNIC Number
8. LinkedIn Profile Link
9. Where you hear about us

Documents Required

1. Motivational Letter
2. CNIC Or Passport Copy
3. CV

Professionals Details

1. Job Title
2. Company Name
3. Industry Name
4. Total Year of Experience

Registration Closed: 25.02.2015

Workshop Timing: Day 1 - 08:00am – 5:00pm
Day 2 - 08:00am – 4:00pm

Exam Timing: Day 2 - 6:00pm – 8:00pm

Submit Application

Send required documents on customerdesk.pakistan@iscea.com

Profile Assessment

Profile will be approved by ISCEA Pakistan

Payment

Bank Transfer in Pakistan on provided account by ISCEA Pakistan & Submit details on www.iscea.pk

Program Fee

Rs. 133,000 per professional

ISCEA Featured Websites

www.demanddriveninstitute.com
www.iscea.org
www.iscea.net
www.theptakprize.org
www.scnext.org
www.iscea.pk

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ISCEA-Pakistan Affiliate Partner



ISCEA-Pakistan Technology Partner



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Program at IoBM, EMEC

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Find Us Social Media



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